

Case Study



Batiste[™]

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Campaign Overview

Batiste collaborated with content creators in Norway and Sweden to: (1) raise awareness of two new hair products they launched, (2) create content of the products to reuse on their social media, and (3) create a buzz around their campaign: Wake Up Your Hair.

To accomplish this, the creators published 69 pieces of creative content that showcased Batiste and their freshly styled hair. They generated excitement around the new products by explaining how they used them to 'wake up their hair.' Batiste repurposed and reused the content on their Instagram and Facebook pages. They paid 150€ per piece of content, allowing them to create content that was up to 4x cheaper than content created by professional creative studios.





69

Content Creators in
Norway & Sweden



4

Campaign
Duration (Weeks)



150

Cost per piece of
content



69

Pieces of Unique
Content Created



10,190*

Euros
Spent



70

Cost saved per
piece of content



A close-up photograph of a woman with long, wavy blonde hair. She is holding a smartphone with a purple floral case in her right hand, looking at the screen. The phone is partially obscured by a teal banner. In the background, a can of Batiste dry shampoo is visible, featuring a green and white design with the brand name 'Batiste' and 'DRY SHAMPOO' clearly legible. The woman is wearing a light pink top. The overall scene suggests a lifestyle or beauty-related context.

Campaign Results



54,760

Total Engagements



525,880

Reach



1,481,170

Total Followers



3.7

Average Engagement



699,990

Impressions



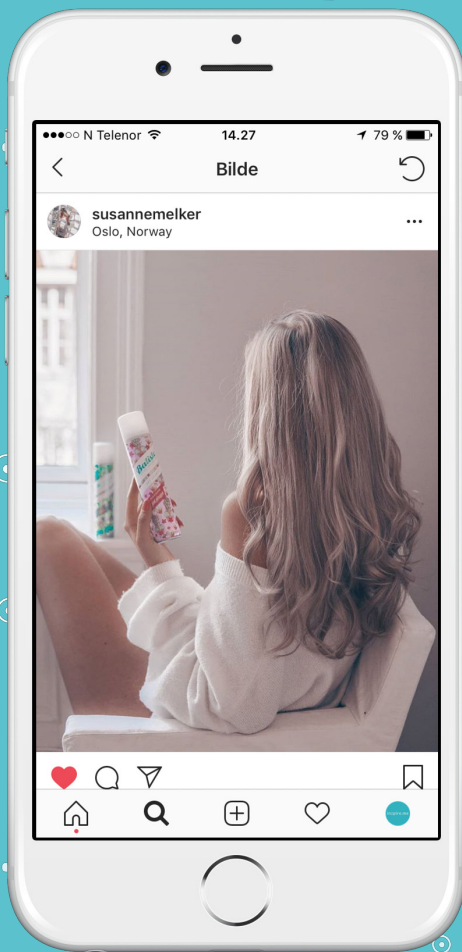
14.5

Cost Per 1,000 Impressions

Standout Collaborations

Notable influencers who nailed their collaborations





@susannemelker



6,003

Followers



11.2

Engagement Rate



604

Likes



70

Comments

@malindh



5,839

Followers



9.2

Engagement
Rate



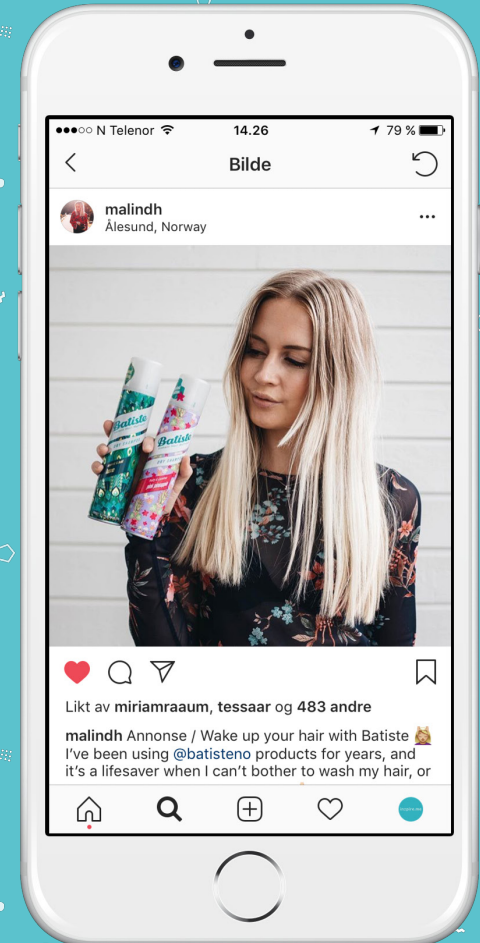
478

Likes



57

Comments



@saraevyandersson



18,900

Followers



6.5

Engagement
Rate



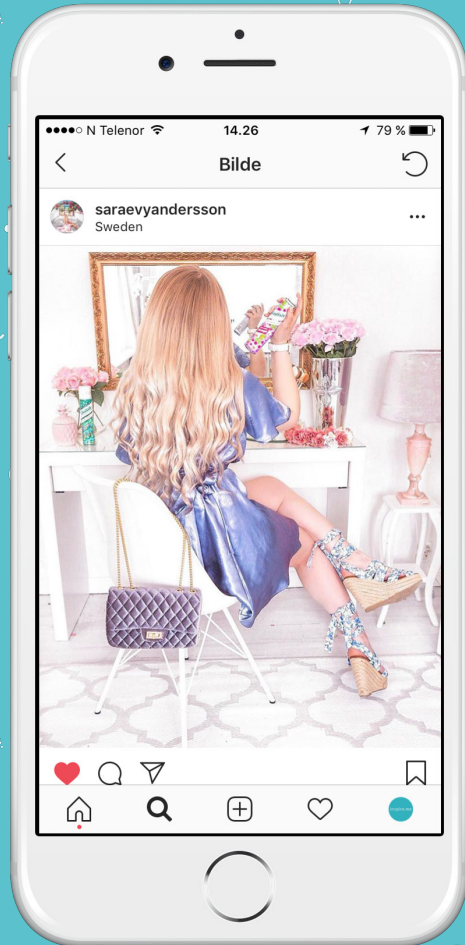
1,136

Likes



100

Comments







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Where brands and influencers connect to share
inspiring stories around the globe

